In Dress and Coiffure the Mo-

dish Woman Readapts Antique Types.

ONE CARDINAL PRECEPT

To Remodel an Old Gown Well Depends on the Woman and the Gown.

festates Footwese Combines with Attendtles Shapes Mor · Comfort Than in Former Bars-Pair Necks Took on the Crarate de Clery When Conching Gentlemen Put on Stocks-Piquant Young Paces Framed is Hate Breased After the Fashion of Pert of the Century Dames-Mrs. Romsey's Many World's Pair Exhibits-Woman's Elucation in Germany, and Austria's Women Anarchists Now Breught to Book

Tell us about the simple fashions, writes the perplexed woman from the country. Tell as how to fix over the old gowns, the new ones can take care of themselves. The only amen'ty in complying with the request is that the success of an old gown remodelle seends so much upon the woman and the gown. There was once



book written, the first recipe commencing Take the turkey left from yesterday's din ner and "-but all the poor women exclaimed sadly that they never could afford to have turkey for the yesterday's dinner, and no one bought the cook be written: Take the away twenty years

an economical cook

away twenty years ago, and the glossy moirs you discarded ten years ago, the real lace your grandmother had on her wedding gown, and the brocade your great-grandmother danged in, and put them all tegether in a single gown, for the modish gown is much like mince meat, the more rich and inexpected things you combine in it the better it will be. But not all of us had ermines, and the strandmothers we can boast of wore brint and merino gowns. So we turn again to gittering generalities, for therein safety lies.



First about the skirt. It is just four yards full and flows much less than the gowns of last animer or of the early fail. It is tight-fitting is front and at the hips, when the fit is made to a few scant gathers instead of by the darts we have worn so long. It falls perfectly straight in front and flows out at the lack, the lakes of the tack being held in place by tares tacked in the old-fashioned way. The bettern is laced in ten inches with crinoline, and finished with one or two silk ruffles inside. Its aluminum wires and steels and other word fancies of the mode chronicles are rarely lound outside the fashion books.



As for the trimming of the skirt, that depends altogether upon the woman who is to wear it. If she is short or petite, the skirt is fluished with a simple parrow

trimming on the edge. The little shell-like pla-ing that everyhody a nother know how to make nother know how to make years ago, is made of a hiss fold caught together at short intervals to form a shoil. A narrow discolfur put on with a tining of let gimp or loids of moire silk or related is a favorire fin-ish. If the wearer is all and slight the folds, these in tumber, are put on in the form of an apron overskirt.

ston overskirt shortens un very in the back. A setty and simple dress of faner mixed and one quite within the provent one quite within the made and one quite of the home dre the short skirt



or evening gowns are vorn, yet they are not so much Proffy straight skirts they





skirt of moire makes a very pretty combination and one which solves the problem of what to do with last year's scant akirt very satisfactorily, for the old skirt can be pulled up at the top, refitted over the hips, and gathered tuil to the nack, while the moire only obvers that part of the skirt which shows below the other. Sometimes the outer skirt is as long as the under one, and only draped up at the side a little to show a bit of the underskirt.

I handers are more written about than wore, and when worn they are draped only in the thinnest stuff on the slightest women, and they are very small. The Spanish flounce, which is sometimes called the Kulalie flounce, is also a feature of the skirts. It is box plaited onto a

ture of the skiris. It is box plaited onto a fitted yoke which extends down well over the hips, and often finished with an unstanding ruffle of the same lined with the contrasting color used in the dress trimming. For street or travelling gowns of cloth or hop-sacking, which latter material promises to be worn again next season, the short plain skirt described, simply as well as the most suitable. Now the jacket which will be worn with such skirts in place of the blazer or the kirts in place of the blazer or the kirts in place of the blazer or the kirts in place of the blazer.



and will be called the Garcon, always remembering to pronounce that clikes. It is a sort of first cousin to the last season's jacket, and there is a strong family resemblance between the two, but with the French love for curves and lines this jacket does not cut the figure in two, but extends to a point below the whist. It is single-breasted, and has a rolling collar slightly shaped into revers, and very large sleaves, box-plaited at the ton and made with three side plasts on citier side the box plait. It is worn over a taffeth silk blouse made very much like the bloiness of last season, except that the surplice fronts cross over and finish with a resette on either side instead of tying at the back.

Now a whole chapter might be written on the subject of silk blouses, for really, with enough of the plain and prefity silk and crépe du chine and mousseline de sole waists, a lady might

mousseline de sole waists, a lady might go to London to visit the Queen. They are worn liter-

They are worn literally morning, noon, and night. In the evening they are fanelful and dressy to the extreme, trimmed with let and lace and ribbon. In the alternoon they have frills and laces, too, while in the morning they are plain and simple. The old black sik that you have diseated as for passefor use, may be smartned up with a new waist of accordion-plaited mousseline de sole over a color striped through with jet of



are used. If the figure is slight and the waist small, one of the new tasques cut down over the hips in a full frill is very pretty.



If such a basque is beyond the skill of the inexperienced dressmaker it can be put on in the form of a frill, with a belt. If the waist he inclined to shortness it is best to let it is cut down to a boint in front and finished with a little fancy square or

down to a point in front and finished with a little fancy square or nointed basquo in the back. High and wrinkled collars are still worn, roke effects are much worn; the shoulder frill is no longer a ruflle but a shaped and circular care like revers, faring in the way it is cut on the edge and requires careful manipulation and fitting to be a success. The sleeve, according to the fashion books, is cut full, but drooping. The sleeve, according to the woman who wears it, was never so flumboyantly aggressive and prominent as now. But the fashion articles are supposed to be prophecies, so it may be that the sleeve may be reduced from its feverish aggressive and prominent as now.

alte within the provedressnaker, is made in the second of For more dressy the revivals for spring and one gowns a soft, searflike woman who has a nice black all for anything restrict or function.

for anything—lestival or funeral.

for anything—les

FEMININE FOOTGEIR.

Comfort Is New Consulted-Nadjy, Billes Taylor, and Littian Russell Slippers, There is a man in our town and he is wendrous wise. He has a swell shoe shop on Broadway and he is absolutely full of statistics on the subject of the foot feminine.

Oh, but he keeps his secrets well! The Vanderbilts, the Astors, the Burdens, In short, Society herself goes to him to be shod. Not only Society but the Stage has her measure in this gentleman's books, Lillian Russell was mar-

gentleman's books. Lillian flussell was married the other day in a pair of shoes which he made for that occasion, and it may be whispered on his authority that Lillian's wedding shoes last Sunday were two sizes larger than the ones in which she took Teddy Solomon for better or worse, principally the latter.

There is no help for it. If time and late suppers see fit to give us legacies of too, too solld flesh, they cannot be carried on the slender feet and ankles of willowy youth. Lillian's hundred and saventy-five pounds demand support, and her shoemaker sees that sho gots it. There is Nordica, too. She is another Lillian, but no more of the airy, lairy sort than the Casino star. By no stretch, or rather, perhaps, by no squeeze of the imagination could you call Nordica's foot small. She is a woman of generous proportions and has sense enough



to recognize the law of supply and demand in

this direction as in others. Speaking of sense, women certainly have advanced in this direction during the last quarter of a century. This particular dealer has been in business in New York for twentyseven years, and he knows a thing or two about women and shoes. He agrees that twenty-five years ago a fashionable woman would have been overcome with chagrin if she had been obliged to ask for a No. 5 shoe.

"But nowadays," he said to a Sun reporter, thousands of well-born and well-bred women wear No. 5s and even larger shoes. I know of one family, a very fashionable one, in which there are six daughters. Not one of them wears less than a 5, and they range from that up to 7s and 8s. Some of my very nicest customers wear Da. The size of Mrs. Cleveland's shoe is no secret. She wears a No. 5 on a Clast. That is a much wider boot than ost society ladies wear. Many of them wear a 5A or even 5AA.

The Southern women have the prettiest feet. They rarely wear more than a number three, and oftener only a number one. Their feet are slender, too, and they have high in-steps. The Cuban and Spanish women have short feet, but they are broad. They are not pretty, although you hear people rave about the feet of Spanish women. There was Car-



BILLIE TAYLOR.

menelta. I've made shoes for her, and she has the regular Spanish foot, snort and broad. People look into a Spanish woman's eyes, and they are so carried away that, although they don't know anything more about her, they think she is beautiful all through. The Yankee foot is long and slender, with a low instep. Of course, some Northern women

have high insteps, but it is not generally so. Women walk so much more now than they used to. They play tennis and other games and use their feet so much more that they are bound to require large shoes. I know one riding whenever she went out and sitting around the rest of the time. She wore a 4A sul shoe then. Two years ago she began taking walks and going in for gymnastics. She has kept it up, and now she wears a 50 shoe. But she is perfectly well now and she used to be more than half an invalid."
"What is to be the shape of the new shoes

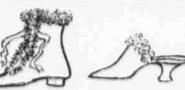


about them. Some women, many women, in fact, are quite as uncomfortable in a square-toed boot as others are in a pointed toe. Their toes shope to a point, the great toe being the longest, and the others running back from that, thu we find plenty of 'dartastic' toes, I assure you. Sometimes the second and third toes are longer than the great toe; sometimes they form a straight line across the end of the foot, and then you have the only shape which is perfectly adapted to the so-called common sensesing."

There is still one direction, however, in which women sacrifice condort to appearance.

There is still one direction, however, in which women sacrifice conjust to appearance, and that is in evening slippers. All the daulty contrivances for torture which come under this hoad look charming, but they have heels which will paint circles around the brightest eyes a crowl of debutantes can show. But it makes a tost look shorter and more arched to have the heel propped up by an inverted pyranid, and so it goes. It must be contessed that simply as articles to be looked at, the dancing slippers are a fetching species.

The latest and most lashienable one is the Mady, if you will see Mme. Nordica wonring a Nady shipper of black patest leather, with a tiny gold buckle in frost and a gold heel of great height. The Nady is very simpler of these patest leather, with a tiny gold buckle in frost and a gold heel of great height. The Nady is very simple to being a plain too slipper, with a small strap just he



THE CONTRALOS. APPEN THE SALL IS OF SE.

low the upper edge of the vamp. This strap is run through some kind of a buckle and fac-tened down by both ends. The Nadiy comes in all shades of French glazed kid, and has all polities within is every day making listed more sparaent, there is a general antagonism to the higher education of women. The radical German is conservative to the backbons in what he sarcastically calls the "emancipation of women." If the subject is broached it is met with a jocular reply and the usual commonplaces. The average German thinks that the terms "woman" woman," and "site" should be a provided for the assume with the foundation of an association for German women little or no progress has been made and the first the foundation of an association for German white some with the foundation of an association for German women little or no progress has been made and the first the first with the foundation of an association for German women little or no progress has been made. The increased with the foundation of an association for German women little or no progress has been made. The increased with the foundation of an association for German women little or no progress has been made the first the first woman women little or no progress has been made the first the first women with the foundation of an association for German women little or no progress has been made the first the first women with the foundation of the state of the eliment has a proportion of the eliment has a local proportion of the eliment has a local progress of the state of the eliment has a local proportion of the eliment has been commenced weathwests as the universal proportion of the eliment has a local proportion o

striking apper for a black and white costume has a back of white satinand a shining vamp of black ratent leather, upon which a black satin bow is pinned down by a pearl buckle. PIOUANT YOUNG PACES FRAMED In Colfures Like Those of Stately Dames of

the Pirst Part of the Century, Some word and startling colffures are seen on young belies confident of their charm and pretty enough to be daring. They are slightly modified copies of the coiffures worn by state-



young, and delicate faces, the effect is piquantizattractive. One of these is called the Amelia cofffure, and is ereated for certainly such a work of art de-

of the hair is loosely waved, and the whole arrangement appears in the Thackers and Dickens broks in every illustration. Only a recular kind of piquant face can put up with this severe and trying colfure, for the tame and insipid gentle forma type would attract little attention in a nineteenth century gathering of befrizzed and sparking belies.

THE CRAVATE DE CLIEV.

It Came Into Vogne with Ladies when Coaching Gentlemen Donned Stocks, Contemporary with the man's stock, which

made its first appearance at the Horse Show on the gentlemen drivers who "tooled" the great coaches about the ring, is the ladies' cravate de Cléry. It is made of moirs ribbon

six or eight inches wide. The ends are sharply slanted and trimmed with creamwhite lace in duchesse or point applique pat-terns ruffled on. It is adjusted precisely as the man adjusts his stock, passing it around the throat from the

front to the back and crossing it there to bring it back and tielt in front in a short bow with it back and tie it in front in a short bow with long ends hanging down to the waist. The original idea of the quaint conceit was to wear it inside the coat and display it only when the coat was thrown back, but it is frequently outside the coat and very much were with the little fur waists that this winter accompany cloth skirts for outdoor wear. There is another cravat, slightly newer and more peculiar than this, made of black satin ribbon sky inches wide, tied in a smart bow with flaring loops and a tight little knot under the chin with a little fail of while lace over the knot. This searf has no lace on the ends, and while it is quite as becoming to the face on account of the lace it is rather less graceful than the other. Its name, French and high sounding, is cravate Lendre.

THE FOOT OF MRS. POMMIER Squeezed by a Party Unknown, She Holds the Ra I was Re promible,

Mrs. Pommier is a gentle Georgian dame who has found out in a peculiar fashion that life is full of sad surprises. Last summer when the World's Fair was at its height the soul of Mrs. Pommier burned within her as she dreamed of the White City by the lake, and finally by dint of much economical management she found herself fairly aboard an Illinois Central train with a ticket for Chicago inside her dress waist between the fifth and sixth buttons, as she knew by actual count.

Night came and Mrs. Commier retired to her berth. She was excited over the prospect of the journey and slept fitfully at first, but finally fell into a sound stumber, from which she was rudely awakened by some one squeezing her foot. It wasn't any half-hearted squeeze, either. It was full of earnest emphasis as Mrs. Pommier's tender joints here witness. The squeezer, however, seemed to have ex-inusted his courage in the first effort, and when Mrs. Pointmer recovered her equanimity

The squeezer, however, seemed to have exhibited in the courtes and when Mrs. Pointmer recovered her equanimity sufficiently to make an investigation he was nowhere visible.

But the lady's indignation grew with time, and when Formier himself learned of his wife's adventure he said she should have reparation. So they sued the railroad company for damages. Mrs. Formier alleges that while she was sweetly sleeping. Some one unknown to her acqueezed for fout, thereby grossly insulting, humiliating, and alarming her. She imagines that the exuberant attention came from some employees of the company.

Mr. Postress, counsel for the railroad, contends that this husiness of squeezing a lady's foot is not within the scape of the servant's employment, and that the master is therefore not liable unless he has railfied the act. The piaintiff he says, did not say in her petition that the President, the Board of Directors, and the stockholders, or any of them, had approved this action of their servant in squeezing Mr. Fentress, a case similar to that of the steam bat mate who kicked out the teeth of a passenger quicky sleeping on a bals of lay.

In reply to this lippant version of the case Mr. Scales, whom justice, he says, has tipped to the side of the lady, very carnestly and solomnly objected to any ridicule of the suit. He said it was the case of a well-bred, virguous woman travelling alone and receiving a gross insult from some servant of the company or some stranger against whose insults she was entitled to protection. He appealed to the said was a collection to the court and his appeal was not in vain.

AUSIELAN WUMEN ANARCHISTS.

AUSTRIAS WOMEN ANARCHISTS.

conteneed at Vienna. Two women Socialist grators were sentenced recently in Vicena for speaking slightingly of tire Ar houses and of the Legislative Assembly. It is interesting to read of the nature of the offences of these two young and very pretty women who speak in the open air to the people. One of them, Fraulein Glass, according to the Vienna correspondent, "considers no subject too tough" polities and political economy, the education of women, the army expenses, the Horal leaders and the Fresident of the tabinet. That correspondent ought to take a course at one of our woman's clubs and see how lightly they play battledore and shuttlecock with those subjects that the Austrian calls bough. The other perity Anarchist Amelia Rita, is younger sill, not much post it, and by her firmness caused 600 fartery girls to strike for six weeks, by which means they obtained somewhat more humane treatment than twelve hours work a day at six shufflings a week. She is seemingly so filled with introd against every man and woman better off than herself that she apparently could go on talking against them for hours and vory much to the point. no subject too tough " -politics and political

Ex-Senator Castle is responsible for the truth of the story of the Kansas woman Justice and how she solved the tramp question. It seems the city over one of whose precincts

con of it, with critical notes on the text. While yet in her teens she was appointed tutor in Greek at Simpson College, with a degree. At 20 she graduated from Corneil College with a degree. Later she entered De Pauw Univerversity and took the degree of A. M. and finally returned to Simpson College, where she took the chair of Greek, which her father had held singe her childhood. She is also a musician and a social favorite.

PEMININE SOCIETY SPIES.

Parisian Ladies of Good Social Standing Who Serve as Police Detretives,

One of the high officials of the French Detecfive Department is responsible for the statement that a number of ladies well known in Parisian society do not disdain to offer their services occassionally to the police for cash down. These are the "auxiliaries," but there are others who receive regular salaries, vary-ing from 800 francs to 1,200 francs per month. ing from 800 francs to 1,200 francs per month. In Illustration of what he means, this official relates that one of his friends who had bought a house in the neighborhood of the Are de Triomphe gave a house warming party, and a day or two before the date he called and expressed the hope that the official would not send him any of his "spice." Have you the list of the guests?" asked a colleague, who happened to he in the room, with a significant smile. The list was handed to this official, who presently returned it with the remark: "It would be useless to trouble you. You have already five here." The functionary added that the ladles who made a specialty of foreign politics were less numerous, but cost more.

INTERESTING INFORMATION.

At the University of Berne there are women students of almost every nationality. Harrist Hosmer, who has spent twenty years in Europe, now says that she wishes she had stayed at home with her own countrymen.

Mrs. Ormiston Chant declares that the good humor of the American women under all cir-cumstances is unsurpassed.

It seems that Miss Sparrow, a London journalist, took it into her hend to sweep a crossing, just to see what it was like. It was Lady Georgiana Fullerion who once performed the same act, in order to allow the regular sweeper to attend mass.

Mrs. Flora Kimball selected the trees and superintended the planting of them on seven miles of the streets of National City, Cal. She was requested to undertake the work by the Supervisor, who deemed her the most com-petent person for the place.

The mother-in-law of the Mikado of Japan has recently been ill. She was attended by 423 physicians, but in spite of that has pulled through. The 423 medical men halm't much to say as to the cause of the lady's lilness, but a Buddhist priest of ingenious mind, declared that it was owing to the introduction of railroads. His logic was simple. Before there were railroads, she was well. After there were railroads, she was lil. What could be more clear than the conclusion he drew?

The only woman admitted to the society formed last fall by the sculptors of New York is Theodora Ruggles Kitson. She is only 23 years old and has had the most successful ea-reer for her age of any woman who has under-taken that branch of art. She began her stud-les at the age of 15 in the studio of Mr. H. H. kitson, whom she married last year. Several of her statues were at the World's Fair.

Mrs. Elizabeth Custer is an accomplished billiard player. She acquired her skill at the game during her long residence at military game during her holy residence at mintary stations in the West. It is rare to find a woman who is an adopt at billiards, and yet there are few more graceful games and few in which the delicate accuracy of touch which is so much feminine characteristic is oftener called into requisition.

The Century Club of Joplin, Mo., has, on the surface, no connection with marriage or interest in any such frivolties. It was organized three years ago by women who bungered for "serious study." Three short years have passed, and out of the club's small member-ship seven have married and three more are engaged!

L. ndon's Five-foot-niue Ciub,

There is a rumor of a very smart club in London called "The Five foot-nine." It owes its name to the fact that every member must be exactly feet 0 inches in height. Two other requisites are that the members shall belong to the aristocraer, and be altogether levely. By a judicious treatment of the shoes of one's heels, and by a preternatural erectness of posture a fair number of applicants have satisfied the requirements, but five feet nine is a pretty effectual bar to a crowded roster.

The credit of having the greatest number of exhibits of inventions entered at the Exhibi-tion by any single individual belongs to a woman. The articles are for the most part of domestic utility, and include a water cooler which does away with the need of ice, a milk and cream cooler, a dinner pail which will keep the food placed in it hot for several hours, a warming closet for butlers' pantries a do-mestic water filter warranted to prove a nex-

should be sufficiently unwound for their gifts to reach the needy, responded freely, and 25,1830 men have been housed and fed. The G. A. R. ladies have a free sour kitchen at 183 Pacific avenue, where thousands are fed daily. The Hebrew Ladies charitable serieties have another. The Catholic Ladies Aid Society are doing practical work. The Chicago Woman's Ciub is doing a great deal of work among the women and children. And all this while the various citizens' committees were organizing and planning, and figuring how much money would be needed.

Miss Anthony's Suffrage Compalgu.

Jean B. Greenleaf writes from Enchester that already the women are rallying their forces and the campaign may be said to be fairly opened. Miss Anthony has spoken at two grand railies, one in Bochester and one in two grand rallies, one in Bochester and one in Buffalo. On Tuesday of last week Miss Anthony spoke in Syrasuse, and a fund was contributed for campaign work. This indefatigate hie worker has gone on to Michigan to speak before the students at Ann Arbor, stopping at Buffalo to organize a county suffrage cust. Monroe county has a campaign committee organized in each town, and the work of canting six being briskly pushed. Work is well under way in New York and Brooklyn, and here, cannot leave the President of the suffrage club here, cannot leave the city for outside work on account of the work here. Money comes in slowly, but it comes and good collections are taken in at the rallies. The women say they are working to win and mean to carry the day.

Letting Weil Enough Alone.

Letting Weil Enough Alone.

From the Breast free Press.

"Are you a policeman?" he asked as he halted a parrollman on Jefferson avenue.

Los sir." was the reply.

"Reg lar policeman, ch."

"I on you see that left eye of mine?"

"I omide't very well help seeing it. Sometody must have landed on that dre and inclored must have landed on that dre and inclored me and knowed me chanted off and banged me and knowed me chanted off and street. I saw about a million stars."

Androu want him arrested of course?"

"I dunne. I thought I'd sek your advises about it. You are an older man than I am and have probably fravelled around more tou ase, I called him a stornized soundry."

"the you did"

"That mane him mad, but he did to hit me "till I called him a phosphated itar."

"I see."

"That would sort o' knock my case out in court, would'nt it."

THERE IS MONEY IN IT.

THE WAY SOME NEWSPAPERS BUNCO THEIR SUBSCRIBERS,

The Conpon Business-It Is Not for the Purpose of Increasing Circulation-A Plain Statement of Pacis Which Will Prove Very Interesting to Newspaper Men-Cash Profits of from 50 to 200 Per Cent, From the Complement Landers,

itles afforded them for an insight into what is known in journalistic circles as the "coupon business." The business has become a feature with many newly established nawspapers as well as with a number of those which though old in years, are not making both ends meet financially. In a few instances old and wellestablished papers have gone into it because their competitors did so. The general supposition is that the coupon scheme is a mandable effort to increase newspaper circulation. Instead of that being the case, the prime motive of the "coupon fake" pub-lisher in adopting it is to make moner by carrying on a mercantile tusiness in connection with his journalistic enterprise. Long advertisements tell the reader that by cutting coupons from a certain number of papers and presenting them at the publisher's office with a certain sum of money, be will receive in exchange some article mentioned in the advertisements. The article is represented, at least by inference to be worth much more than the newspaper sells it for, and the reader believes that a special bargain is offered him as a subscriber of the paper. He does not know that the publisher cares noth-ing for the coupons, and that from 50 to 200 per cent, profit is realized on the cash received for the articles. The money that thus goes to the newspaper comes usually from the poorer readers, who are induced by the "bargain" offers to buy things which they DON'T WANT AND DON'T NEED,

Asarule they regret the expenditure after-

ward, for in many cases they cannot afford to spend the money for the article. The paper that engages in this form of mercantile business com a into direct competition with merchants engaged in legitimate trade, who are asked at the same time to patronize its advertising columns. The Leader and other leading newspapers, such as THE New York Sur, the Herald, and the St. Louis 61 Democrat, have not gone into the coupon business. No increase in subscriptions results from it. The old subscribers are the ones who bite at the coupon bait. Experience has proved that new subscriptions do not follow the introduction of the scheme. The only newspaper in Cleveland that has tried, to any great extent, to gull its subscribers by dealing in cheap merchandise, is the ex-official municipal organ; its subscribers are being treated to a dose of coal oil tactics such as the city was subjected to for two or three years. Recently the World advertised that for twenty-two coupons and \$1.50 a child's Bible would be given. At least one person who purchased the book afterward ascertained that he could buy the same libbe at a store on Superior street for its cents. It is many years since the publisher, in order to increase the circulation of his newscaper, has volunteered to accept products of the farm, dairy, and factory IN EXCHANGE FOR HIS JOURNAL.

dairy, and factory

He has always, however, endeavored to increase the circulation, and with that end in view many projects have been developed. Early in the seventies the premium idea became prominent. Publishers got together and clubbed with one another. Two papers or a paper and a magazine were offered to subscribers at a price much less than the combined cost of each. The newspaper publishers also gave presents to persons who formed clubs of subscribers. Finnes, organs, sewing machines, and many other articles were offered as inducements to persons to get up clubs. This plan was legitimate, and many reputable papers adopted it. The next step taken was to offer inducements to subscribers, and chromes were given to those who sent in a year's suiscription. After the picture idea grew old maps and books were given to subscribers, such books as Webster's jietlonary. United states histories, and almanacs being offered. A period of inactivity in this line followed. The inventive genius and resources of the publisher being exhausted, he took a rest and watted for the money he had invested to come beek. Up to this time all premiums and presents had been furnished by the newspapers to subscribers as gifts. For a period of ten or twelve years little was done by the publishers along these lines. Finally advertisements were inventy, jewel caskets.

WATCHES, AND BOGUS DIAMONDS.

The forms of the advertisements were sent

WATCHES, AND BOGUS DIAMONDS. The forms of the advertisements were sent to the newspaper offices with hank spaces left in them to be filled by the insertion of the names of the papers. The idea was to have the advertisement lead people to believe names of the papers. The idea was to have the advertisement lead people to believe that readers of the paper printing it were given a special inducement to invest in what the advertiser had to sell. Respectable in-pers refused to permit the use of their names in these advertisements. It was from this scheme that the coupon idea sprang.

Feople are told that the coupon scheme is for the purpose of increasing the circulation of the newspaper so that advertisers will be induced to use it. The plan is to offer some article to the reader for a certain number of component from the paper, in addition to what would seem a small price in each. The coupon is used as a trick. What the publisher is after is a cash profit on the goods he offers for said. When the coupons are received at the newspaper office they are thrown into the waste basket. The coupon business merely means that the newspaper has gone into the mercantile business, and is reaping a harvest among its readers.

Blooks are a favorite article of merchandiss with these newspapers. Books sold to the readers for one coupon and 10 cents cost the publishers from 3 to 5 cents; those that are sold for 10 cents and two coupons cost the newspaper ID cents. The newspaper publisher pays 12 cents for what he sells for 20 cents and from 20 to 25 cents and whree coupons, and from 20 to 25 cents and whree coupons, and from 20 to 25 cents and where coupons business is really an illegitimate the coupon business is really an illegitimate

BENEFITING SUBSCIEDEDS

Instead of being conducted for the nurpose of BENEFITING SUBSCHEEDS

the coupon business is really an illegitimate money-making scheme of the owners of the paper. A New lock newspaper is the parent of the coupon business, and from it the scheme has stread over the country. The weaker and newer papers of the country using it see only imitators of the New York journal which pays a man \$10,000 at year for inventing new ideas along this line. The leading new prospo ous newspapers have, as a role, kept out of the business. The kansas city Sicc has demonted the scheme as a discrete to contails. The same paper has offered goods to the public at the price it pays the manufacturers. It does not require coupons and selfs the articles of first cost instead of getting from did to bettief cent, profit. The Patisturgh from did by the per cent, profit. The Patisturgh from did by the per cent, profit, the Patisturgh from did by the per cent, profit, the patisture in the hadding up of a dozen large institutions which manufacture cheap goods a heritally for the coupon fake trade. They make everything from a coffee mill to a certain Sewing mechanism of trade. They make everything from a coffee mill to a certain Sewing mechanism watchers are almost in the initial products of these establishment. I tolium of the products of these establishment, tolium of the perfect engaged in the coupon timbers. The profit at the propers and operations. With the manufacture of the propers and operations. With the manufacture of the perfect of the area of the perfect of the per the compon.

The Leaf w is duly in recept of attractively wooded elevators and letters from the manufacturers mentioned arging that it engage in the compon business. Among the discharace enterlined and was one relevant to elevators as elevators and a large fastern paper. A bound solume.

Or would's Fatt Petrities

ook of pictures.

We send you herewith a sample copy of
them the not galleries of Europe Lash

A Spoonful of Baking Powder

will raise one third more biscuit than the same quantity of any other baking powder, and will make them lighter, sweeter, purer and more wholesome.-SecU.S. Gov't Report on Baking Powders, p. 13. ROTAL BARING POWDER CO., 155 WALL ST., N. V. the st presument we st wrong we st women

tices descriptive of the scheme. Publishers use these and keep a coupon standing in some one position in the paper. Daily papers advertise that these parts will be presented to their readers on receipt of six consecutively numbered coupons out out of the paper, with teaching for expenses. This is continued from west to week as the parts are is—usel. Publishers may, after a few numbers have been issue I, announce that tack parts may to had by those who have neglected to gather the coupons, or trained from in at the proper time, at the rais of 25 cents a part. This arrangement has been found to be very successful, and a money-making departure from the original scheme. The requirement of six consecutively numbered coupons compels him to take your paper regularly for the first week, after that he has to keep at up to complete his numbers. Your accordance entails no expenditure of money. If you all parts you hay them, that is all. You agree to run the advertising and that is all you agree to run the advertising and that is all you agree to run the advertising and that is all you agree to run the advertising and that is all you agree to run the advertising and that is all you agree to run the gateriand to the public by the "coupon fake" papers were said by they and merchants the purchasers would get them at much lower prices and the dealers would still reap a handsome profit. tices descriptive of the scheme. Publishers

THE ORIGINAL MERMAID.

As Different from the Ideal as an Actress Sometimes is from Her Lithographs. From the Plan Francisco Economic

The latest addition to the mammalia department of the Academy of Sciences is a real inermal. The strange specimen arrived from Australia a few weeks ago and a new in the hands of the taxidermist. The process of curing and stuffing will be completed in a few days. Then the public may visit the academy and take a good square look at an honest sires of the seas.



MERMAID DRESSING HER TRESSES.

Although the animal is the veritable original of the mermaid, her scientific name is not so supple on the hips as the sort, pet names given to the marine strens of mythology. She is known as the dugong, and while she is more or less interesting to the naturalist as being the inolensive cause of the mermaid myths, she is still more interesting to him because sie is adugong. For the dugong has been batting for existence in the marine world for enturies, and is about to lose her identity among her aquatic neighbors of the Southern deep. The dugong is becoming rapidly extinct. A specimen is seldem captured, and the out in the possession of the academy is regarded as an extraordinary prize.

Every nation under the succlusive contributed



THE DUGONG AND HER YOUNG.

The dugong forms the connecting link between the real winds and the seals and walciveen the real winds and the seals and walciveen. Like the winds, the animal has no hand feet but a powerful horizontal tail. Its anterior extremities are more more flexibly jointed than those of the winds, and this is a distinguishing characteristic between the two animals. The durang is said to have uttained a length of 10 feet. But the usual length is from 8 to 12 feet. The specimental the academy is nearly 7 feet form, and has been very well preserved, in appearance the animal resembles the manaice or sea cow. Its upper lip is large, thick, and flesh, and its shoult is like the trunk of an elephant cut short across.

When the dugong is nursing its young its breasts are enlayed as not to be almost human in their agreet. The nursing procures is carried on by the mother above water. The baby dugong is pressed against the exposed breast with one of mamma durang stingers, and in this position the animal swims berizontally through the water using her remaining flipper to ampel herself along. It is this singular characteristic of the animal that has given the to the falley of the mermath.

NEW YORK HAS EVERYTHING. Bear the Western Man Wax Engreat fiver One of I s Storm Secure.

One of the varied phases of landscape about the fivernice Drive is strikingly presented where the cross sirects, between Ninety-first and Ninetresixth, terminating at the drive, have been blacked through the rock ridge on the east. With their absence of signs of human life, and their drammite torn, paged sales, these great rock cuts rather enhance than lessen the pictures meness of the scene, presenting as ther do at either end, a pleasing presenting as ther do at either end, a pleasing vota. I saw upon inversite brive, the other two, a such that carried me back to the lively Mountains, said an ex-Coloradan, it was a lovering day, with a fit-ful wind from the northeast. I was rust opposite biners third areast whom a custy fain a pauli, rights from the direction of tentral care came backing two toward the river inchange cast and up though the rose cut I saw a with minimum dust chased close behind a trial part of the first full speed at a limit south the first full speed at a limit south the first care a minimum came came down the larg street at full speed, it is had santing down upon it a common another and the same came and the large street at the binase of Minetschird affect disarrangers as the binases of Minetschird affect disarrangers as the same status he some became willow